



ACEAS

Australian Centre for Excellence  
in Antarctic Science

Identity  
Guidelines

CONTENTS

BRANDMARK

TYPOGRAPHY

## OVERVIEW

Defining the core identity of the Australian Centre for Excellence in Antarctic Science (ACEAS), this identity guide aims to help build and maintain a consistent and recognisable brand, while showcasing the work of ACEAS.

As an internationally recognised organisation, accurate brand presentation is critical, therefore the following guidelines and rules have been established.

We ask that where these rules exist they are followed carefully so brand recognition is maintained through consistent application and high quality design. It's important that everyone who creates design work with ACEAS has a clear understanding of the identity guidelines.

To ensure accurate reproduction of the ACEAS' visual identity, master artwork and templates exist for the core identity assets.





**ACEAS**

Australian Centre for Excellence  
in Antarctic Science

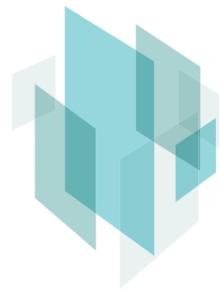
Primary Brandmark



**ACEAS**

Australian Centre for Excellence  
in Antarctic Science

Secondary Brandmark



Symbol

### Primary Brandmark

Within the ACEAS Brandmark angular shapes, reminiscent of the shape, structure and formation of ice are used in a modern and conceptual way, with the 'shards' used to portray the shape of the Antarctic continent. The overlap of these shards represents the intersection and collaborative nature of Antarctic research, and the interconnected programs of ACEAS.

Whilst many Antarctic themed programs and projects traditionally utilise the outline of the Antarctic continent, this concept achieves this in a more abstract way to add a point of difference and something that is easily identifiable

The ACEAS brandmark is the key visual representation of our identity. Use of the primary brandmark is preferred on all collateral created.

### Secondary Brandmark

The primary brandmark is the preferred brandmark on all ACEAS collateral. Only use the secondary brandmark where space constraints prevent you from using the primary brandmark.



**ACEAS**

Australian Centre for Excellence  
in Antarctic Science

A Special Research Initiative of the Australian Research Council

Primary Brandmark  
+ Tagline



**ACEAS**

Australian Centre for Excellence  
in Antarctic Science

Primary Brandmark  
Greyscale



**ACEAS**

Australian Centre for Excellence  
in Antarctic Science

Primary Brandmark  
Inverted

### Variations and Usage

The brandmark should primarily be used in its full colour format (either primary, secondary or inverted form). Other variations are available, not all feature in this document however they can be provided by ACEAS on request.

#### With Tagline

Use the "+ Tagline" variation when acknowledgment of the Australian Research Council (ARC) is required.

#### Greyscale

Use greyscale brandmarks only when colour printing is not an option or when production constraints prevent full-colour reproduction.

You may also use a greyscale brandmark when you have already introduced the colour version - whenever the colour brandmark already appears elsewhere in a publication or on collateral. For example, where a colour brandmark appears on a cover of a publication, you may use a greyscale brandmark on the contents page.

#### Digital

Animated versions of the brandmark can be used in digital collateral such as presentations and videos and for promotional uses for events or on social media.

#### Placement

The preferred placement of the brandmark (primary or secondary) is in a central position or either the top right hand or the bottom right hand side of a page.

#### Within Holding Shape / Over Image

The brandmark may be used in conjunction with the ACEAS shard when placed in a header, footer or cover page. - [see Holding Shapes pg.12](#)

All brandmark versions used should be provided by and approved by ACEAS before publication.



### Clearspace

The ACEAS brandmark must always be clearly identified on all material and protected by clearspace.

Clearspace is the area around the brandmark which must be kept free of other graphic devices, type and complex photographic elements.

The ACEAS brandmark's clearspace is determined by the height of the brandmark's subtext, as shown here. There must always be at least this much space (scaled) between the brandmark and the edge of the page or other graphic elements.

Other graphic elements should never impede within the clearspace as this may hinder the legibility of the brandmark, with the exception of background imagery - [see Imagery pg.12](#)



DO NOT separate text from symbol



DO NOT outline or use any effects such as drop shadows on the brandmark



DO NOT rotate the brandmark



DO NOT stretch the brandmark



DO NOT use the brandmark over a background that compromises its legibility



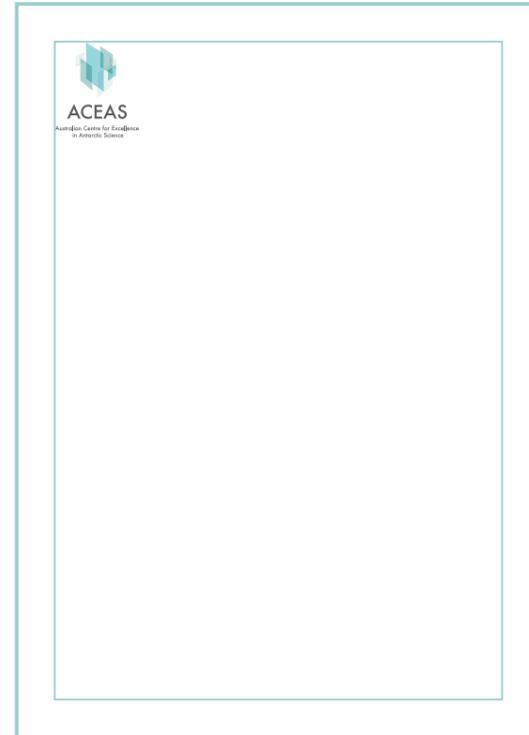
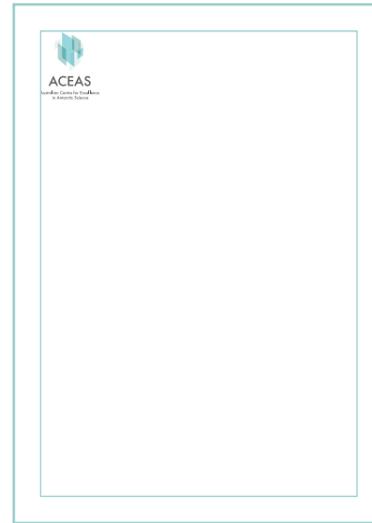
DO NOT change the colour of the brandmark

### Incorrect Use

It is important that the brandmark appears in a consistent manner across all collateral and communications.

A collection of brandmarks has been specially created for use. Always use an original brandmark file and never redraw or distort the brandmark. This page shows what NOT to do with the brandmark.

All brandmarks used should be provided by the ACEAS and approved by ACEAS before publication.



### Preferred Size

Brandmarks work best when they are proportionally scaled to the format they are use on.

We have identified preferred sizes for the ACEAS brandmark for the most standard formats (A5, A4 and A3).

#### Primary Brandmark:

A5: width = 24mm A4: width = 34mm  
A3: width = 44mm

#### Secondary Brandmark:

A5: width = 50mm A4: width = 60mm  
A3: width = 70mm

#### Other Formats:

Use these proportions as a guide for sizing brandmarks on formats other than those shown here.



### Minimum Size

To maintain the legibility and reproduction quality of the brandmark, it must never be reproduced smaller than the minimum sizes shown.

It is important to ensure clear recognition of ACEAS brandmarks in all media. The specifications here show the minimum recommended size for how small the brandmarks can be before they start to become difficult to recognise.

#### Exceptions

In some cases the brandmark may need to be reduced further than the recommended minimum sizes shown here. For example on merchandise items such as pens, pins or USB flash drives.

If there are particular applications where you need the brandmark smaller contact ACEAS for approval.

**Secondary: Ice**  
Pantone 565 U

C	M	Y	K
5	0	2	0
R	G	B	
239	247	246	
Hex # eff7f6			

**Secondary: Sea**  
Pantone 5523 U

C	M	Y	K
30	2	16	0
R	G	B	
177	217	214	
Hex # b1d9d6			

**Primary: Sky**  
Pantone 635 /636 U

C	M	Y	K
37	0	12	0
R	G	B	
154	221	227	
Hex # 9adde3			

**Secondary: Cloud**  
Pantone 4286 U

C	M	Y	K
62	55	54	27
R	G	B	
91	90	90	
Hex # 5b5a5a			

## Colour Palette

The use of our colour palette creates a consistent look across ACEAS collateral.

### Primary

The primary identity colour for ACEAS is Sky(#9adde3). It is used as the dominant colour throughout the identity, for example; coloured pages/backgrounds, text and in holding shapes.

### Secondary

The secondary colours, Sea (#b1d9d6), Ice (#eff7f6) and Cloud (#5b5a5a) in addition to white, are used to provide contrast to the primary identity colour.

These can also be used to create graphic elements and with typography - [see Graphics pg.12](#), [Typefaces pg.9](#)

### Colour Specs

All necessary specifications have been given for all colour variants for both print and electronic media applications. These include Pantone® (PMS), CMYK, RGB and HEX. Spot colours should be specified, whenever possible, when used in print application.

**NOTE:** The colours displayed on this page are approximate and should not be used for accurate colour matching.

# ROBOTO

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmn

opqrstuvwxyz

0123456789!.,@\$

%#\*~/()=?'"

Primary & Web Typeface

## ROBOTO BOLD

( Heading 1 - Text Feature 24pt All Caps )

### ROBOTO BOLD

( Heading 2- Regular Heading 14pt All Caps )

### Roboto Bold

( Heading 3- Regular Heading 14pt Title Case )

### Roboto Bold

( Sub Heading - 10pt Title Case )

### Roboto Bold

( Label /Highlight text - 8pt Sentence Case )

Roboto Regular  
( Body Copy - 9pt Sentence Case )

*Roboto Italic*  
( Body Copy / Quotation - 9pt Sentence Case )

Type Hierarchy

## Typefaces

### Primary Typeface

The primary and web typeface family chosen to represent ACEAS is Roboto.

Using this typeface consistently across all collateral is an important part of reinforcing the visual language of ACEAS.

NOTE: If a user does not have access to/or does not own a license for Roboto, then the typeface "Arial" may be used as a substitute.

### Web Typeface

Roboto is also ACEAS' web typeface. This should be used on the ACEAS website and digital collateral where font choice is possible.

### Type Weight and Point Size

Preferred weights, point size and hierarchical use are outlined on this page however any weight variants of the typefaces are acceptable to use if required and approved by ACEAS.

In the case of digital collateral, it may be appropriate to use point sizes not specified here for legibility purposes, for example using larger type in Power Point presentations. If you are using alternate point sizes, use this page as a guide to keep hierarchical and stylistic consistency with the ACEAS Identity.

### Type Colouring

All body copy should be coloured using Cloud (#5b5a5a) from the identity colour palette or white if on an inverted background (e.g. Cloud or Sky is used as a background).

Headers can use Cloud, Sky or white depending on the background and heading hierarchy used. Any of the identity colours can be used to highlight feature text, sections of text or emphasize links (digital media).



## Formatting Rules

In conjunction with consistent typography, it is also essential to follow these formatting rules when creating collateral for ACEAS.

### Margins

For a standard publication, margins should always be a minimum of 15mm.

### Spacing

See this page for spacing relevant to the typography hierarchy outlined in the typography section of this guide. The general rule for spacing is using a 2:1 ratio (eg. 2mm above / 1mm below). You can use this as a guide if you are using custom point sizes - See [Typefaces pg.9](#) for more on custom type point sizes.

### Line-height

Line height is also dependent on the point size of the typography. The heights given are relevant to our preferred point sizes, however they can be used as a guide if alternate point sizes are being used. The general rule for line-heights is that they are 2pt more than the point size you are using.

### Alignment

It is preferred that all text is left aligned, however if/when this doesn't suit the application other alignment is acceptable as long as it is used consistently throughout the given project.

### Exceptions

Any exceptions to the above rules should always be confirmed by ACEAS before publication.



**ACEAS**  
Australian Centre for Excellence  
in Antarctic Science  
A Special Research Initiative of the Australian Research Council

**Indi Hodgson-Johnston**  
Chief Operating Officer

E: [indiah.hodgsonjohnston@utas.edu.au](mailto:indiah.hodgsonjohnston@utas.edu.au)  
P: +61 3 6226 8398  
W: [antarctic.org.au](http://antarctic.org.au)



**ACEAS**  
Australian Centre for Excellence  
in Antarctic Science  
A Special Research Initiative of the Australian Research Council

**Professor Matt King**  
Director

E: [matt.king@utas.edu.au](mailto:matt.king@utas.edu.au)  
P: +61 3 6226 1974  
W: [antarctic.org.au](http://antarctic.org.au)

Australian Government  
Australian Research Council

The Australian Centre for Excellence in Antarctic Science is a Special Research Initiative funded by the Australian Research Council




**ACEAS**  
Australian Centre for Excellence  
in Antarctic Science

The Australian Research Council Australian Centre for Excellence in Antarctic Science is a collaboration between Australian universities, government agencies and international research institutions.

The research undertaken will help the world community prepare for climate risks emerging from East Antarctica and the Southern Ocean by integrating knowledge of the ocean, atmosphere, cryosphere and ecosystems, and their interplay.




**ACEAS**  
Australian Centre for Excellence  
in Antarctic Science

**PROGRAM 1**  
Circum Antarctic and East Antarctica

How does climate change affect ice systems, heat and moisture transport in the Antarctic and Southern Ocean be better understood to improve projections of future climate and sea level changes?

**PROGRAM 2**  
Regional East Antarctica and its Provinces

What are the causal linkages between atmosphere, ocean, cryosphere, and their consequent effects on sport, water and timber, ice biogeochemistry and ecology in the East Antarctic under past, present and future conditions?

**PROGRAM 3**  
Sub-regional and Regional Antarctic Margins

What is the risk of ice mass loss from key marginal basins over the next decades to centuries and what are the consequences for the local oceans and ecosystems?




**ACEAS**  
Australian Centre for Excellence  
in Antarctic Science

**ABOUT**

The consequences of changes in the Antarctic, including sea level rise, extreme weather events, alterations to rainfall patterns, and fisheries impacts, will be particularly costly to Australia. However, the speed and scale of climate change remains poorly understood. The Centre will combine new field data with innovative models to investigate possibilities of the future of the East Antarctic and Southern Ocean.

The objectives of the Centre are:

- To undertake world-class collaborative research into the effects of climate change on the East Antarctic and the Southern Ocean, seeking to understand the mechanisms and their interactions.
- To undertake our research to help to improve projections of future climate change impacts in the Antarctic, and their effects worldwide, in order to aid critical climate change mitigation and adaptation planning decisions in the coming decades and beyond.
- To undertake our research to help to improve projections of future climate change impacts in the Antarctic, and their effects worldwide, in order to aid critical climate change mitigation and adaptation planning decisions in the coming decades and beyond.
- To make our research results available to the public through a range of media, including our website and social media, and to ensure that our research is accessible to the public.
- To make our research results available to the public through a range of media, including our website and social media, and to ensure that our research is accessible to the public.




**PROGRAM 2**  
Regional East Antarctica and its Provinces

\$20M from Australian Research Council  
\$5M of University cash

39 Chief Investigators in Australia Universities  
+40 International Partner investigators from Australia and overseas  
Substantial AAD enabled logistics



**Other Australian Partners & Collaborators**



The Advisory Board's role is to advise and assist Centre management in leading the development of strategies and vision for the Centre and to serve as a vehicle for creating linkages between stakeholders including in academia, industry and government.



## Graphics

### Imagery

Photography is to be used as the main imagery medium. Stock photography may be used though it is preferred that the photo library created by ACEAS containing professional and approved photos be used.

All imagery used should be approved by ACEAS and accurately represent the research that ACEAS conducts. Any imagery used should be provided from ACEAS or if stock imagery is used, approved before publication. All Images provided by ACEAS must be properly credited to the photographer / owner of the image.

Imagery can be used behind the ACEAS brandmark or headers, however only if there is sufficient contrast between the two elements. An overlay can be used to achieve this (see examples).

It is preferred that imagery isn't used directly behind all other written content as this may cause issues with legibility. Exceptions to this should be approved by ACEAS before publication.

### Holding Shapes

Shard (slanted edge) holding shapes may be used to feature content, in headers, footers and may be filled with either imagery, text or a block colour. It is advised that these are used sparingly to maintain a clean and professional look.



The Australian Centre for Excellence in Antarctic Science is a Special Research Initiative funded by the Australian Research Council



## Partner Lockup & Circle

The partner lockup acknowledges ACEAS partner organisations and legally must be featured on all publicly available collateral, both print and digital.

The partner lockup may be used in either portrait or landscape orientations, as is appropriate to the given project.

The partner circle, while not compulsory, is essentially expands on partner lockup acknowledging ACEAS partner organisations as well as our participants and collaborators.

If you are unsure if the partners lockup or circle is required, please check with ACEAS.



### Other Australian Participants & Collaborators

- Australian Antarctic Division
- Commonwealth Scientific and Industrial Research Organisation
- Geoscience Australia
- Australian Antarctic Program Partnership
- Securing Australia's Antarctic Future
- Integrated Marine Observing System
- National Computational Infrastructure Australia
- Auscope
- Antarctic Science Foundation
- ARC Centre of Excellence for Climate Extremes
- National Environmental Science Program (NESP)
- Australian Climate Services

